

**City of Milpitas
Economic Development Commission
Monday, February 14, 2005**

APPROVED MINUTES

I. Flag Salute

Vice Chair Frank De Smidt called the meeting to order at 6:05 p.m. and led the Pledge of Allegiance.

II. Roll

Commissioners Present:

Dhaval Brahmbhatt *

Frank DeSmidt

Ray Maglalang

Diane McDonough

Tomo Tuong Nguyen (Alt. No. 1)

Donald Peoples

Vincent Songcayawon

Charlene Tsao (Alt. No. 2)

Commissioners Absent: Dr. Karl Black

City Staff Present: Tambri Heyden, Cindy Maxwell

* Late arrival

III. Announcements

Vice Chair De Smidt reviewed the events listed on the agenda. He also reported on the City Council's action on the N. Main Street west parking garage and the concept for the banquet facility on the upper floor. Commissioner Nguyen reported on Joint Venture: Silicon Valley's 2005 Index release and encouraged the Commission to read the report online. Commissioner Peoples encouraged Commissioners to read the story in the *Milpitas Post* regarding city economics.

IV. Citizens Forum

Chairman Brahmbhatt arrived. Vice Chair De Smidt turned the gavel over to Chairman Brahmbhatt.

Ray Maglalang, Lassen Avenue, asked if the Commission could ask the City Council to reconsider their action on the concept for a banquet facility on top of the N. Main Street west parking garage. He suggested that the garage could be designed to accommodate the addition of a banquet facility in the future.

Richard Ruth, Quail Drive, referred to the *Milpitas Post* story and asked the Commission to review the revenue sources to the City.

V. Agenda

Maxwell reviewed the status of agenda items requested by the Commission at the last meeting.

Motion to approve the agenda as submitted. M/S: De Smidt/McDonough
Ayes: All Noes: None Absent: Black

VI. Minutes

Motion to approve the January 10, 2005 Minutes as submitted.
M/S: Nguyen/Songcayawon

Commissioner Peoples noted that the minutes did not reflect that he was designated Chair of the Chamber of Commerce Office Location Task Force.

Ayes: Brahmbhatt, De Smidt, McDonough, Nguyen, Peoples, Songcayawon, Tsao
Abstain: Maglalang Noes: None Absent: Black

III. Announcements (Continued)

Vice Chair De Smidt announced that there were appointments to the Commission on the City Council agenda tomorrow night. Chairman Brahmbhatt invited Commissioners to attend a seminar tomorrow on nanotechnology.

VII. Unfinished Business

1. Zoning, Sign and Neighborhood Beautification Ordinances

Staff Tambri Heyden distributed notes from the last Sign Code Task Force meeting. She summarized the status of the ordinance changes and noted that the Task Force completed their work. Ms. Heyden reviewed three major changes pertaining to Code enforcement, defined "summary judgment" and described the public education program.

Discussion followed regarding the ordinance effective date as it relates to the Task Force's review of the ordinance's effectiveness. Ms. Heyden explained that courtesy letters, rather than imposing fines, would be sent during the first six months. Commissioner McDonough indicated that the sooner the ordinance becomes effective the easier it will be to evaluate its effectiveness.

Ms. Heyden described setback requirements for real estate open house signs with special requirements relating to access and visibility. Commissioner Maglalang expressed concern regarding restrictions on real estate sign locations.

Motion to recommend the City Council approve the revisions to the Sign Ordinance as recommended by the Sign Code Task Force.

M/S: McDonough/Songcayawon Ayes: All Absent: Black

2. Economic Development Plan

Kathy Studwell, Applied Development Economics (ADE), overviewed the process of preparing the Appendices and noted that city staff is reviewing the goals, objectives and implementation plan.

The Commission discussed the economic benefits of auto dealers, the sign ordinance amendments, and banquet facilities. Commissioner Peoples suggested that the Commission review the Appendices and bring their comments to the next meeting. He noted he did not have enough time to review the Appendices. The Chairman asked the Commission to forward their comments to staff. Discussion followed regarding the executive interviews. The Chairman suggested that someone should interview palmOne to investigate why they are moving out of Milpitas.

Ms. Studwell described the research methodologies used for high-tech businesses and local-serving businesses.

Motion to review the Appendices and forward questions or comments to staff that will then distribute them to the Commission before the next meeting. M/S: Peoples/Nguyen

The Commission discussed how the recommendations of the subcommittees were incorporated into the draft goals and objectives. Commissioner Songcayawon recommended the Commission focus on the goals and objectives at the next meeting and asked for an updated project schedule. There was consensus that the implementation plan and schedule should be reviewed after the goals and objectives are approved.

Commissioner Songcayawon asked the makers to amend their motion to limit the discussion on the Appendices to 30 minutes at the next meeting. Commissioners Peoples and Nguyen declined to make the amendment.

Ayes: All Absent: Black

3. Chamber Office Task Force

Commissioner Peoples distributed his cover memo to the staff report and reviewed its major points. Ms. Maxwell summarized the Task Force's report. Commissioner Peoples suggested that the church at the corner of N. Main and Weller Streets be considered as a location if the City acquires it. Commissioner Songcayawon reported that the City of San Jose provides funding to their local Chamber of Commerce and ethnic Chambers of Commerce. Chairman Brahmbhatt indicated that the City of Fremont also provides funding for their Chamber.

Discussion followed regarding the City's current funding and future possible funding to the Milpitas Chamber of Commerce and the potential use of revenue generated by the Transient Occupancy Tax.

Tom Valore, Milpitas Chamber of Commerce, clarified that the Chamber does not actually get all the money budgeted by the City because some contracted tasks are not performed. He emphasized that the Chamber wants to be self-sustaining and is not looking for an ongoing subsidy. Commissioner Peoples asked that the Task Force meet with the Chamber before the next Commission meeting to get clarity on funding needs. Commissioner Songcayawon suggested an alternative short-term office location on the second floor of a commercial building at Corning and S. Main Street. Mr. Valore noted that it appears the Chamber may not have to move by April 1.

Motion to extend the meeting beyond 8:00 p.m. M/S: Brahmbhatt/De Smidt
Ayes: All Absent: Black

4. Library Name

Ms. Maxwell overviewed the matter of naming the new Milpitas Library and asked for a recommendation to the City Council. Chairman Brahmbhatt stated that the library name should reflect Milpitas and suggested the name "Ford" be considered and the business be requested to donate to the building. Commissioner Peoples noted that the library name should reflect the City's image from an economic development perspective. Commissioner De Smidt suggested that the rooms in the library could be named. Discussion followed regarding the historical significance of the new library location.

Motion to recommend the City Council call the new facility the Milpitas Library and consider naming rooms in the library after significant individuals like Dr. Martin Luther King, Jr. and Cesar Chavez.
M/S: Maglalang/Songcayawon

There was discussion regarding the appropriateness of naming the library meeting rooms at this time.

Commissioner McDonough suggested that the motion be amended to only address the library name and not the naming of rooms.

Motion amended to recommend the City Council call the new facility the Milpitas Library.
M/S: Maglalang/Songcayawon
Ayes: All Absent: Black

VIII. New Business

5. Economic Development Manager

Chairman Brahmbhatt indicated that he thought it would be appropriate for the Commission to provide input on the job description for the Economic Development Manager recruitment. Commissioner Peoples suggested a task force be formed because there wasn't time to pursue this item tonight. Ms. Maxwell clarified the position title, indicating that it was not a department head position and that there would be a cost to ask ADE to prepare a job description. She also explained that the City Manager is the hiring authority for the recruitment.

Motion to volunteer Chairman Brahmhatt to provide input to the City Manager on the Economic Development Manager recruitment.

M/S: Songcayawon/Maglalang

Ayes: All Absent: Black

IX. Next meeting agenda

Ms. Maxwell noted the next agenda would include review of the economic strategy plan, a presentation on the library parcel tax ballot measure, a request to endorse a nanotechnology incubator project, reports on city business incentives, Great Mall expansion plans and the Transient Occupancy Tax.

Vice Chair De Smidt asked if the Commission would reconsider the proposal to put a banquet facility on top of the N. Main St. parking garage. Discussion followed regarding the role of the Commission as an advisory body to the City Council. Commissioner Peoples noted that the Commission already reviewed the proposal and suggested that community members write the City Council and advise them regarding potential local demand for the facility. Commissioner Nguyen stated that the benefits of a banquet facility need to be more clearly identified.

There was discussion regarding limiting the number of items on the March agenda. It was the consensus of the Commission to delay the presentation by the Great Mall and the report on the Transient Occupancy Tax to a later meeting.

X. Adjournment

The Chairman adjourned the meeting at 8:35 p.m.

Respectfully submitted,
Cynthia Maxwell, Principal Analyst